

# CITY OF EL PASO ARTS AND CULTURE DEPARTMENT

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## DOWNTOWN FESTIVAL/CULTURAL EVENT GUIDELINES

### CITY COUNCIL

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### ACD STAFF

**Alejandrina Drew, Director**

Judy Emmons	Arts Grants Coordinator	Ana Quijano	Secretary
Luis Gutierrez	Audience Development Coordinator	Jeanne Aragon	Clerk Typist
Lilia Fierro	Arts Technical Coordinator	Cynthia Garcia	Arts Program Coordinator

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City of El Paso Arts and Culture Department  
El Paso, Texas 79901

1<sup>st</sup> Revision – Approved by City Council September 9, 2003

ACD/DTFestival/FY04

CITY OF EL PASO, ARTS AND CULTURE DEPARTMENT  
**DOWNTOWN FESTIVAL & CULTURAL PROGRAMS**  
**FUNDING GUIDELINES**

**PURPOSE**

The Arts and Culture Department (ACD) Downtown Festival & Cultural Programs was established to present Art Festivals and/or Cultural events, in downtown El Paso areas. The program will help to attract local residents and tourists to the El Paso downtown area by offering quality arts and cultural activities. Eligible events may include those featuring performing arts, visual and literary arts, as well as ethnic cultural events. Applications are available in the Arts and Culture Department office.

Funding will range from a minimum of \$1,000 to a maximum of \$10,000 (total amount available \$60,000) and **will require a 1:1 cash match** from the organization. Project administrative costs may not exceed 20% of your total expenditures. In-kind donations are ***not*** considered part of the cash match. The organization must be prepared to use this match up front, since City funds will be issued only after ACD staff approves the final report.

**GENERAL ELIGIBILITY REQUIREMENTS**

*All applicants **must** meet the following requirements*

- ▶ All applicants must meet with staff from the Arts and Culture Department **prior** to completing the application.
- ▶ All events must take place within the area designated on the map, included in this booklet. Outdoor events **may** take place in one of the main downtown Plazas (Union Plaza, Arts Festival Plaza, San Jacinto Plaza, Civic Center Plaza) **or other appropriate venues in the designated downtown area.**

- ▶ Demonstrate non-profit, 501 (c) (3), or equivalent, tax-exempt status
- ▶ Applicants must have a history of presenting quality arts, cultural or ethnic programs.
- ▶ Demonstrate sound administrative and fiscal management
- ▶ Comply with all applicable State and Federal statutes and regulations.
- ▶ Comply with all applicable Local Municipal ordinances and regulations such as: Parks and Recreation; City and County Health and Environmental District; Texas Alcoholic Beverages Commission, etc.
- ▶ Comply with the Americans With Disabilities Act of 1990 and City Ordinance #9779.
- ▶ All events must take place within the fiscal year of the City of El Paso, Sept 1, 2003 to August 31, 2004.
- ▶ **Organizations currently receiving funding from ACD are eligible to apply if your festival or cultural project is not part of the project or season for which you are receiving funds under the Direct Funding program.**
- ▶ Projects are subject to approval by the City Council as recommended by the ACD Advisory Board and ACD staff.

**NOTE: FAILURE TO DO THE PROJECT OR TO COMPLETE THE PROJECT AS DESCRIBED ON THE APPLICATION, AND FAILURE TO NOTIFY ACD OF DEVIATIONS OR CHANGES IN THE PROJECT WILL RESULT IN INELIGIBILITY FOR FUNDING FROM THE ACD FOR (1) ONE YEAR.**

### **FUNDING RESTRICTIONS**

*The City of El Paso, Arts and Culture Department will **NOT** accept applications for the following:*

- ▶ Events taking place outside the designated downtown area

- ▶ Retroactive funding
- ▶ Projects for individuals, unless applying under the umbrella of a non-profit organization.
- ▶ Educational institutions events that involve academic credit or are related to the curriculum.
- ▶ Capital construction and/or acquisitions
- ▶ Social functions, parties or receptions
- ▶ Operating expenses for privately owned or state owned facilities
- ▶ Commercial projects
- ▶ Broadcast media organizations
- ▶ Fundraising projects or costs
- ▶ Deficits, unanticipated costs or prior debts
- ▶ Loans, fines, penalties, costs of litigation or associated interest payments
- ▶ Political contributions
- ▶ Licensing or permit fees of any kind
- ▶ Events whose primary purpose is ***not secular*** and events where the primary effect of funding would be to support a religion.
- ▶ Other City departments are not eligible for funding, nor are events receiving funding from other City departments.

### **EVENT SIZE AND GRANT AMOUNTS**

You must estimate your attendance as part of your application and justify the funding request, based on your projected attendance.

Check One		Estimated Attendance	Maximum Grant Amount
<input type="checkbox"/>	I.	6,001 and up	\$10,000
<input type="checkbox"/>	II.	1,001 – 6,000	\$ 8,000
<input type="checkbox"/>	III.	up to – 1,000	\$ 6,000

## **APPLICATION PROCEDURE**

- ▶ Applications are available in the Arts and Culture Department office
- ▶ Application deadlines:  
 Completed applications must be received on the **Last Monday** of every month, no later than 5:00 pm and **at least 90 days** prior to the event.
- ▶ Applications must be complete, typed and legible or they will not be accepted. Submit one (1) original signed and two (2) copies and one (1) set of attachments.

## **REQUIRED ATTACHMENTS:**

- ▶ Applications must include a copy of your Internal Revenue Service Letter of Determination of 501 (c) (3) or equivalent non-profit status.
- ▶ A copy of your “Assumed Business or Professional Name” Certificate if applicable, or a copy of your State of Texas Office of the Secretary of State, “Certificate of Incorporation.”
- ▶ A copy of your “Charitable Solicitation Permit,” if applicable, if you are soliciting any funds from the public, other than ticket sales.
- ▶ A current listing of your Staff and Board of Directors with their mailing addresses
- ▶ Accessibility Attachment packet, one (1) original and two (2) copies
- ▶ A detailed budget listing income and expenditures for your event.
- ▶ Copies of Food Concessions or Preparation permits (if applicable)
- ▶ Copies of Alcohol Permits (if applicable)
- ▶ Copies of Certificates of Insurance if required by facility
- ▶ If outdoor event, copies of correspondence arranging for Portable Rest Rooms and Sanitation and Recycling equipment.

## TIMETABLE

- ▶ Meeting with ACD staff to discuss the eligibility of your project
- ▶ Applications are checked for completeness by the ACD staff. The Arts and Culture Advisory Board will review the application and recommend funding at their next regularly scheduled Board meeting.
- ▶ Funding will be determined by the availability of funds in the Downtown Festival and Cultural Program, as approved by City Council.
- ▶ If the application is recommended for funding by the ACD Advisory Board a contract will be completed for approval by City Council to be signed by the Mayor.
- ▶ A final written report is due no later than 30 days after the event.
- ▶ The final report must include receipts (copies of invoices, checks or general receipts) for all expenditures supported by funds from this program and your **1:1 cash match**. (If your expenditures are below the amount awarded, your grant will be pro - rated). Receipts should be easily identified as allowable event expenditures.
- ▶ The final report receipts should consist of one of the following:
  - a. Supporting documentation such as invoices to substantiate the request. These invoices shall include the name of person or vendor, date, purpose of expenditure and check number that paid the expenditure. These invoices should also be stamped as "paid" to ensure they are not paid more than once.

**OR**

- b. Photocopy of actual check, cancelled check, or check stub. Photocopy should be of front and back of cleared checks. If cancelled checks are not available then applicable bank statements as described in c. below should be submitted.

**OR**

- c. Photocopy of applicable bank statements that reference the checks paid.

The City of El Paso must ensure that funds have been expended prior to reimbursing the grantee.

**NOTE: NO ADVANCED FUNDS** will be provided. Funds will be issued AFTER the final report is received and approved by staff.

The City of El Paso reserves the right to audit the books and records of the Contractor, upon reasonable notice to the Contractor and during regular working hours, in order to ensure fiscal and programmatic compliance with the assurances in the Contract for the event.

### **ACD STAFF RATING**

The ACD staff rating, based on review of the “Final Report” and related information, becomes part of the organization’s permanent file. The staff rating is: **A, B, C or D** based on the following criteria:

- “A”** Project was completed as described in “Application Amendments/Revised Budget.”
- Exceeded matching funds projections
  - Submitted “Final Report” by due date
  - Receipts were clear and easily identified to ACD, TCA and the organizations match.
  - Submitted exceptional supporting documentation
  - Exceeded requirements for credit to City and/or TCA (**prominent and equitable**)
- “B”** Completed project as described in “Application Amendment/Revised Budget.”
- Met matching funds requirements
  - Submitted “Final Report” by due date
  - Receipts were adequate
  - Submitted required supporting documentation
  - Met requirements for credit to ACD and/or TCA (**prominent and equitable**)

- “C”** Did not complete project as described in “Application Amendment/Revised Budget.”
- Did not meet matching funds requirements
  - Submitted “Final Report” past due date
  - Receipts were unclear and difficult to match to expenditures
  - Did not submit required supporting documentation
  - Did not meet requirements for credit to City and/or TCA (**prominent and equitable**)
- “D”** Failure of any one or more of the following:
- Did not do the project or did not complete project as described in “Application Amendment/Revised Budget” and failed to notify ACD of deviations or changes to the project.
  - Did not notify ACD that the project would not expend the full amount awarded
  - Did not meet matching funds requirements
  - Submitted a “Final Report” over 15 days past due
  - Did not submit receipts for ACD award and 1:1 cash match
  - Did not submit required supporting documentation
  - Did not submit final report

**NOTE: ORGANIZATIONS RECEIVING A “D” STAFF RATING WILL BE INELIGIBLE FOR ACD FUNDING IN THE NEXT CYCLE.**



## PARTIAL LISTING DOWNTOWN FACILITIES

For possible event locations check area hotels, office buildings, churches and private facilities such as the Scottish Rites Temple at 301 E. Missouri, Art Junction at 500 W. Paisano or the Hal Marcus Gallery at 800 N. Mesa.

### CITY OF EL PASO FACILITIES

#### **Hudson F. Williams Convention and Performing Arts Center**

1 Civic Center Plaza

- 534 - 0600

##### **Rental Fees Per Day**

##### **Six (6) Halls**

North Hall	\$1,000
Central Hall	\$1,500
South Hall	\$1,500
North Central	\$2,500
South Central	\$3,000
Grand Hall	\$4,000

##### **Meeting Rooms (6 rooms)**

Priced from \$50, \$150, \$300, \$375  
Depends on size

Plus other technical or related expenses.

Must have Public Liability/Property Damage insurance in the amount of \$500,000 per person, and \$1,000,000 per occurrence and \$100,000 for property damage.

#### **Abraham Chavez Theater**

\$1,400 or 10% of ticket sales

#### **Civic Center Plaza**

\$500

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#### **El Paso Museum of Art - 1 Arts Festival Plaza**

- 532 - 1707 #13 Events Coordinator

##### **Rental Fees Per Day**

##### **Arts Festival Plaza**

\$1,000 for 4 hrs.  
\$2,000 over 4 hrs.

##### **Insurance Cost**

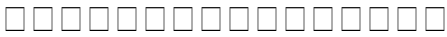
150 or more people - \$150  
Less than 150 \$ 40

##### **Staffing**

Overtime Rate (time + ½

You may not charge admission fees if you are using this space.

Must have Public Liability/Property Damage insurance in the amount of \$500,000 per person, and \$1,000,000 per occurrence and \$100,000 for property damage.



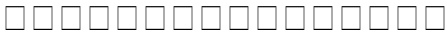
**San Jacinto Plaza – Oregon/Main**

- 533 - 3311 Special Promotions City of El Paso, Parks & Recreation

**Rental Fees Per Day** (Not available from November 1 through January 1)  
(Capacity 1,000 – 2,000 persons without blocking the streets)

	<b>General Public</b>	<b>For Profit</b>
Electrical Hookup	\$ 20.00 fee	\$ 40.00 fee
Electricity	\$ 7.50/hr.	\$ 15.00/hr.
Stage Rental (includes sound)	\$ 5.00/hr.	\$ 10.00/hr.

Must have Public Liability/Property Damage insurance in the amount of \$500,000 per person, and \$1,000,000 per occurrence and \$100,000 for property damage.



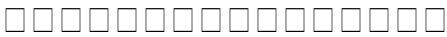
**Union Plaza Western Park Anthony/Western Streets**

- 533 - 3311 Special Promotions City of El Paso, Parks & Recreation

**Rental Fees Per Day (Estimate)**  
(Capacity 100 – 200 persons without blocking the streets)

	<b>General Public</b>	<b>For Profit</b>
Electrical Hookup	\$ 20.00 fee	\$ 40.00 fee
Electricity	\$ 7.50/hr.	\$ 15.00/hr.
Stage Rental	\$ 5.00/hr.	\$ 10.00/hr.

Must have Public Liability/Property Damage insurance in the amount of \$500,000 per person, and \$1,000,000 per occurrence and \$100,000 for property damage.



Normally, the Parks and Recreation Department does not permit certain special events at parks on holidays or during summer weekends, because of already overcrowded conditions at these times. In general, new events are discouraged at these sites from Memorial Day to Labor Day. Use of all City of El Paso parks, must be approved by In order to use City of El Paso Parks, a contract must be signed four weeks in advance prior to the event. All contracts must be submitted to Mayor and Council for approval prior to using the park.

If sound amplification is used in any City of El Paso outdoor area, an Amplification Permit is required. Available from the City Clerk’s Office for \$10.50. Apply two (2) weeks in advance of your event.

If you have alcohol at your event, you must have one (1) uniformed, licensed and armed Security Guard for every 100 people expected at your event. You must also have liquor liability coverage on your Certificate of Insurance for the event.

For outdoor events, you are required to provide portable rest room facilities at your event, unless you can substantiate the sufficient availability of both ADA accessible and non-accessible facilities in the immediate area of the event site, which will be available to the public during your event. You must have chemical or portable restroom facilities available for the public. At least two (2) for every 500 people, dependent upon the number of hours your event is scheduled for. (Check with City of El Paso Building Services & Inspections Department) 10% of the facilities must be accessible for people with disabilities.

You are responsible for arranging for the cleaning of your area after your event. Contact the City of El Paso, Solid Waste Management Department at 621-6700 for information.

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***Union Depot 700 A San Francisco***

- 534 - 5815 Community Relations, City of El Paso, Sun Metro

**Fees**

(Capacity 350)

Rental Fee	\$40.00 per hour
Security Deposit	\$100.00 per event for two (2) guards
Janitorial Fee	\$100.00 per event

Must have Public Liability/Property Damage insurance in the amount of \$250,000 per person, and \$500,000 per occurrence and \$100,000 for property damage.

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